



DESTINATION PANAMA CITY
REGULARLY SCHEDULED QUARTERLY MEETING
September 27, 2022
9:00AM (following City Commission Meeting)

- 1) Roll Call
- 2) Approval of Minutes – August 3, 2022 (page 2)
- 3) Acceptance of TDT Revenue Reports – FY22 Collections thru July 2022 (page 7)
- 4) Financial Status Reports period ending July 31, 2022 (page 12)
- 5) RFP Marketing Short List Selection (page 15)
- 6) Ratification of Support Services Contracts (page 16)
- 7) CEO Evaluation Committee Matrix & Recommendations (page 25)
- 8) CEO Update
- 9) Adjournment

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

9/27/2022

3. REQUESTED MOTION/ACTION:

Motion to Accept Minutes for August 3, 2022 as presented.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES NO IF NO, STATE ACTION REQUIRED N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)

Minutes for August 3, 2022 are attached for consideration of approval.



DESTINATION PANAMA CITY
REGULARLY SCHEDULED QUARTERLY MEETING MINUTES
August 3, 2022 – Convened at 9AM

- 1) Roll Call – All Chairman Nirav Banker and Board Members Kenneth Brown, Billy Rader, Greg Brudnicki, Josh Street, and Scott Pilla were all present. Board Member Jenna Haligas was absent.
- 2) Approval of Minutes – April 12, 2022
 - a) Board Member Brudnicki motioned to Approve the Minutes of 4/12/22 as presented; seconded by Board Member Brown. The vote passed unanimously.
- 3) Acceptance of TDT Revenue Reports – FY22 Collections thru May 2022
 - a) Board Member Brudnicki motioned to accept the TDT Revenue reports as presented for collections through May 2022; seconded by Board Member Brown. The motion passed unanimously.
 - b) Presentation by Michael Remick, Bay County Clerk of Court, TDT Division
 - i) The presentation was postponed to a later date TBD.
- 4) Financial Status Reports period ending May 30, 2022
 - a) Board Member Brudnicki motioned to accept the Financial Status Reports for period ending May 30, 2022 as presented; seconded by Chairman Banker. The motion passed unanimously.
- 5) Approve Hybrid Cultural Grant Writing & Administrative Support Plan
 - a) CEO Vigil explained the nuances of the cultural grant writing and her recommendation to work with both Betty Webb, at BTW, and Leslee Keys (in an advisory capacity) for grant writing.
 - b) Chairman Banker motioned to authorize CEO Vigil to execute the hybrid plan and execute contracts with Betty Webb (BTW) and Leslee Keys for the purpose of St. Andrews School Creative, Cultural and Heritage Center. The motioned was seconded by Board Member Street and passed unanimously.

- 6) Quina Grundhoefer Contract – St Andrews School
 - a) CEO Vigil addressed the need to engage Quina Grundhoefer for concept drawings and modifications of the St. Andrews School project.
 - b) Chairman Banker motioned to approve Phase One of the contract as presented and authorize CEO Vigil to execute that portion of the contract. Board Member Street seconded the motion and it passed unanimously.
- 7) Authorize RFP Advertising for Marketing & Public Relations
 - a) CEO Vigil requested the board approve her verbal request to remove the Public Relations portion from the RFQ in order to have separate firms for marketing and public relations. CEO Vigil also requested permission to execute a contract for the public relations services with Laurie Rowe & Company. CEO Vigil explained LRC was the public relations firm of record for Explore Northwest Florida and therefore it made the most sense to work with the firm as an independent partner as well.
 - b) Board Member Brudnicki motioned to approve the RFP as verbally amended by CEO Vigil and authorize her to execute a Public Relations contract with LRC. The motion was seconded by Board Member Rader and passed unanimously.
- 8) MOU Support Services Contract Termination
 - a) Board Member Rader motioned to approve the Termination of MOU Services effective September 30, 2022. Board Member Pilla seconded the motion and it passed unanimously.
- 9) Support Services Plan
 - a) CEO Vigil requested permission to obtain quotes for accounting, payroll, benefits administration, health insurance, life insurance, and IT support (to include a VPC portal) for the organization with services being effective on October 1, 2022.
 - b) Board Member Street motioned to allow CEO Vigil to develop and execute alternative support services contracts as long as those contracts were returned to the Board for ratification. The motion was seconded by Chairman Banker and passed unanimously.
- 10) Presentation by Fahlgren Mortine, Agency of Record

- a) Fahlgren Mortine presented three marketing concepts and one alternative (not recommended concept) to the Board via zoom. The Board provided feedback suggesting more work needed to be done.
- b) NO motion to move forward with any of the concepts was made.

11) Approval of FY22 Amended Budget

- a) CEO Vigil presented the FY22 Amended Budget citing additional projects to be completed such as website enhancements, data dashboards, and St Andrews School initiatives.
- b) Chairman Banker motioned to approve the FY22 Amended Budget as presented. Seconded by Board Member Brown, the motion passed unanimously.

12) Approval of FY23 Program of Work

- a) CEO Vigil presented the FY23 Program of Work with a marketing and media plan to attract travelers to the City.
- b) Board Member Brown motioned to accept the FY23 Program of Work; seconded by Board Member Street the motion passed unanimously.

13) Approval of FY23 Proposed Budget

- a) CEO Vigil presented the FY23 Budget that supports the initiatives outlined in the FY23 Program of work. She cited the increases in wages was due to additional staff, specifically, that the positions of Marketing Manager and Sports & Special Events Liaison would be filled.
- b) Board Member Street motioned to approve the FY23 Proposed Budget; seconded by Board Member Pilla the motion passed unanimously.

14) CEO Evaluation Committee

- a) After a short discussion the Board determined that Chairman Banker, Board Member Street, and Board Member Brown would serve as the FY22 CEO Evaluation Committee and meet individually with CEO Vigil.
- b) CEO Vigil will compile the CEO Evaluation Committee evaluations, create a matrix and return with the recommendations for retention and merit increases.

15) CEO Update

- a) CEO Vigil provided an overview of recent staff activities, professional development credentialing, and that she would work on alternative creative concepts for FY23 campaigns.

16) Adjournment

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

9/27/2022

3. REQUESTED MOTION/ACTION:

Motion to Accept TDT Revenue Reports for as presented.

4. AGENDA

PRESENTATION
PUBLIC HEARING
CONSENT
REGULAR

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES NO IF NO, STATE ACTION REQUIRED N/A

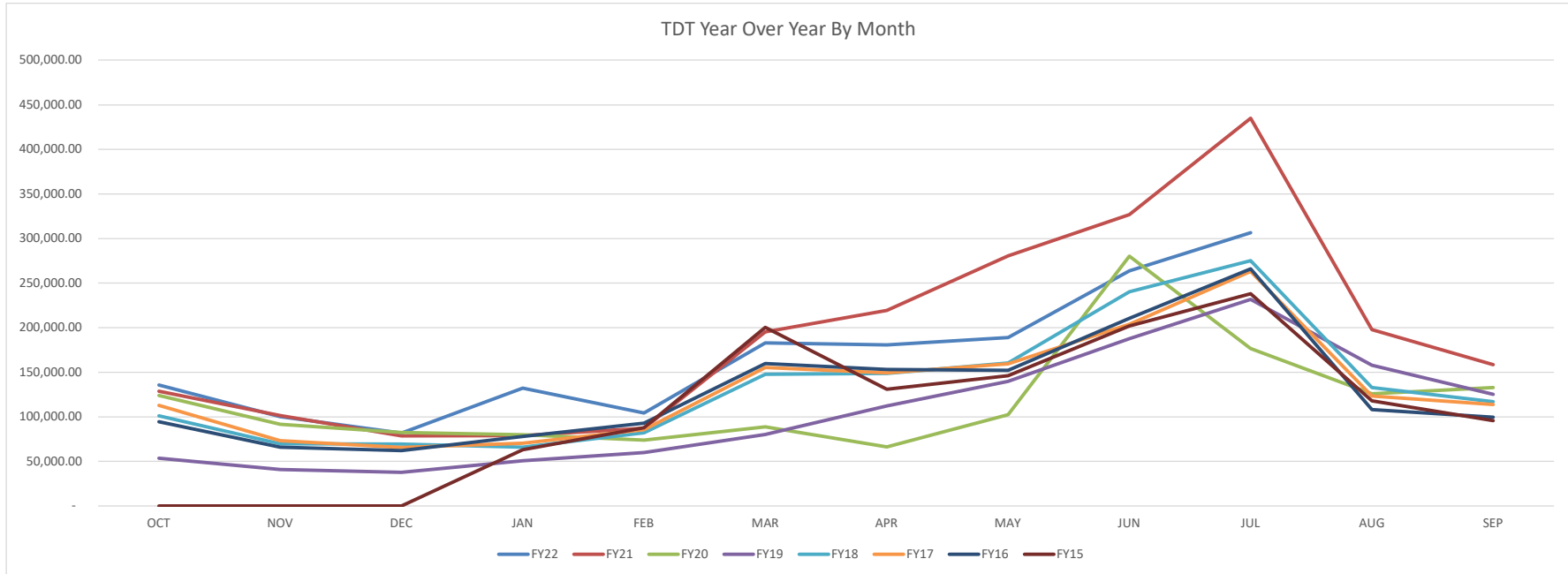
BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)

Clerk of Court TDT division collects revenue and provides the attached reports.

Destination Panama City creates the TDT Monthly Analysis report, also attached.

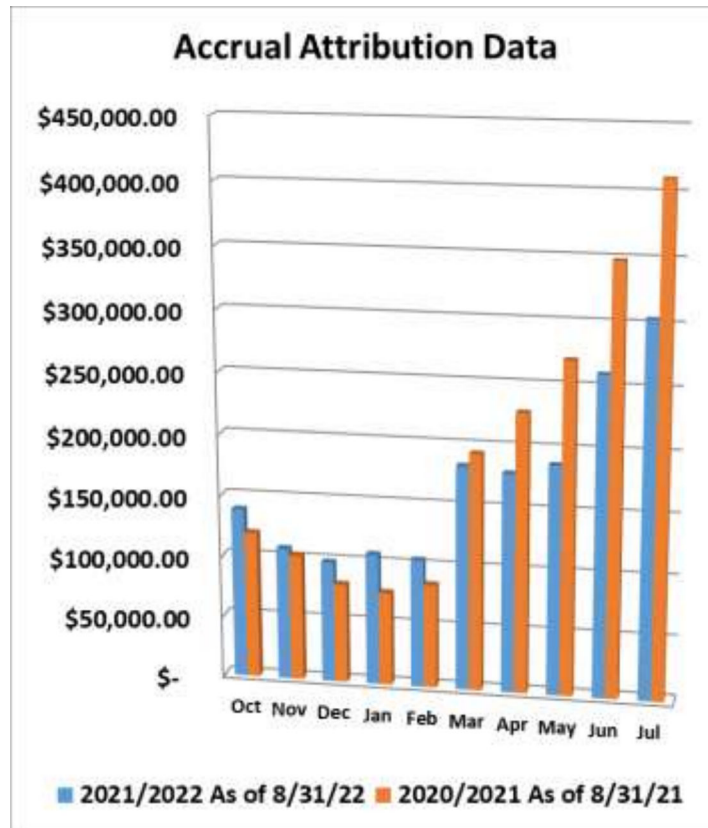


	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY15
OCT	135,808.08	128,768.79	123,861.73	53,465.19	101,281.73	112,754.00	94,571.27	-
NOV	100,118.98	101,630.73	91,643.79	40,942.54	69,765.50	73,327.00	66,059.88	-
DEC	81,802.37	78,649.26	82,443.03	37,691.14	69,355.65	65,657.00	62,079.90	-
JAN	132,165.89	78,908.76	79,980.05	50,642.49	66,053.88	70,339.00	78,155.39	63,069.50
FEB	104,387.19	87,288.10	73,996.73	59,891.56	82,266.95	85,637.00	92,804.00	87,845.52
MAR	182,793.74	195,307.74	88,811.23	80,393.83	147,842.53	155,229.00	159,731.00	200,483.24
APR	180,812.49	219,349.92	66,107.75	112,406.97	148,755.72	149,230.00	153,227.00	130,848.26
MAY	188,943.25	280,541.00	102,481.39	139,913.92	160,287.99	159,517.00	152,286.00	146,220.71
JUN	263,818.71	326,761.40	280,201.96	187,808.86	240,405.16	203,829.00	210,619.00	201,906.34
JUL	306,533.79	434,980.46	176,685.02	231,805.34	275,072.33	262,982.00	265,911.00	238,143.02
AUG	-	197,980.46	125,871.61	158,028.14	132,766.82	123,488.00	108,223.00	118,070.60
SEP	-	158,520.08	132,963.41	125,158.45	116,889.75	113,733.00	99,494.00	95,907.58
TOTAL	1,677,184.49	2,288,686.70	1,425,047.70	1,278,148.43	1,610,744.01	1,575,722.00	1,543,161.44	1,282,494.77



Tourist Development Tax, Bay County, Florida

Panama City



Accrual Attribution Data					
	<u>2021/2022 As</u> <u>of 8/31/22</u>	<u>2020/2021 As</u> <u>of 8/31/21</u>	<u>Variance</u>	<u>Variance %</u>	<u>2020/2021</u> <u>FINAL 8/31/22</u>
Oct	\$ 139,009.34	\$ 120,055.75	\$ 18,953.59	15.79%	\$ 133,565.86
Nov	\$ 108,335.07	\$ 102,962.22	\$ 5,372.85	5.22%	\$ 102,962.22
Dec	\$ 98,993.81	\$ 81,208.00	\$ 17,785.81	21.90%	\$ 81,160.38
Jan	\$ 107,470.61	\$ 76,372.67	\$ 31,097.94	40.72%	\$ 76,372.67
Feb	\$ 104,788.11	\$ 85,127.94	\$ 19,660.17	23.09%	\$ 85,361.71
Mar	\$ 183,371.78	\$ 193,703.89	\$ (10,332.11)	-5.33%	\$ 193,820.31
Apr	\$ 179,039.33	\$ 227,864.62	\$ (48,825.29)	-21.43%	\$ 229,606.18
May	\$ 187,601.00	\$ 270,500.96	\$ (82,899.96)	-30.65%	\$ 270,956.42
Jun	\$ 260,396.60	\$ 348,365.31	\$ (87,968.71)	-25.25%	\$ 348,956.15
Jul	\$ 304,290.97	\$ 410,805.58	\$ (106,514.61)	-25.93%	\$ 412,524.91
Aug-Sep	\$ 165.53	\$ 351.60			
	\$ 1,673,462.15	\$ 1,917,318.54	\$ (243,670.32)	-12.71%	\$ 1,935,286.81

Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402

Express Delivery: 225 McKenzie Ave, Panama City, Florida 32401

Phone: (850) 747-5226 Fax: (850) 747-5212

Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: TDC@BayCoClerk.com



Tourist Development Tax, Bay County, Florida

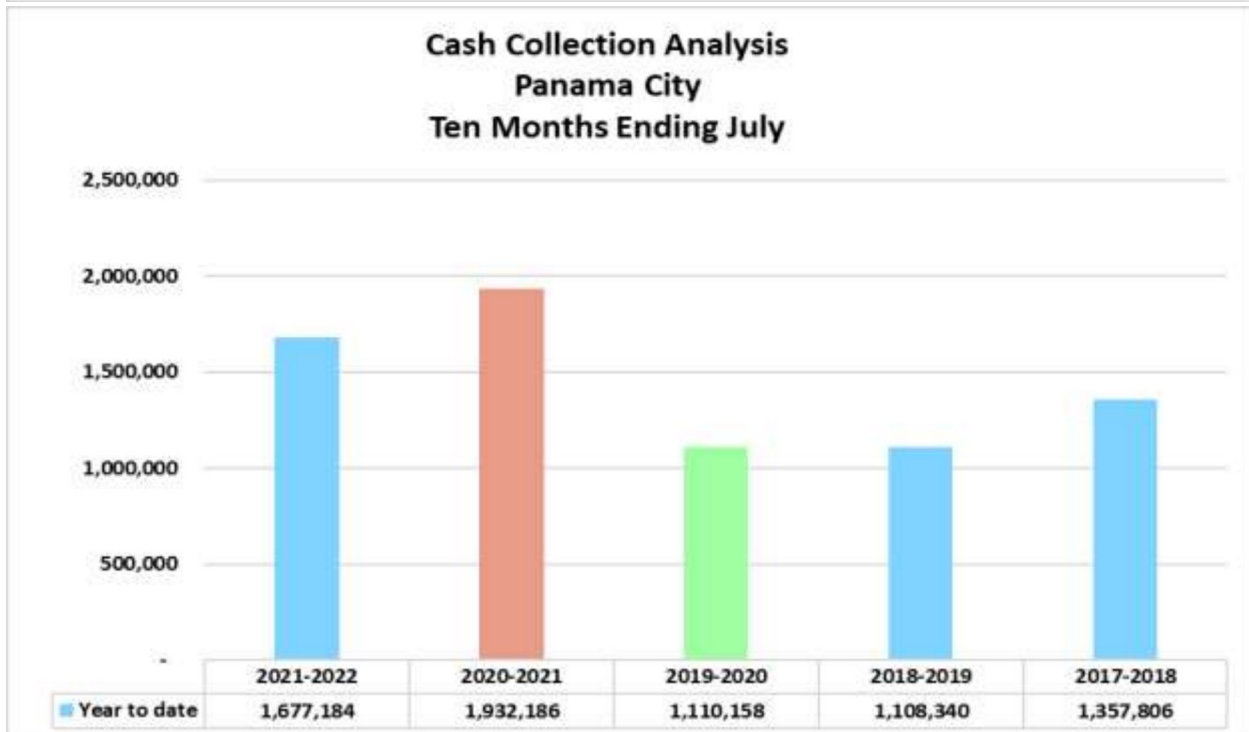
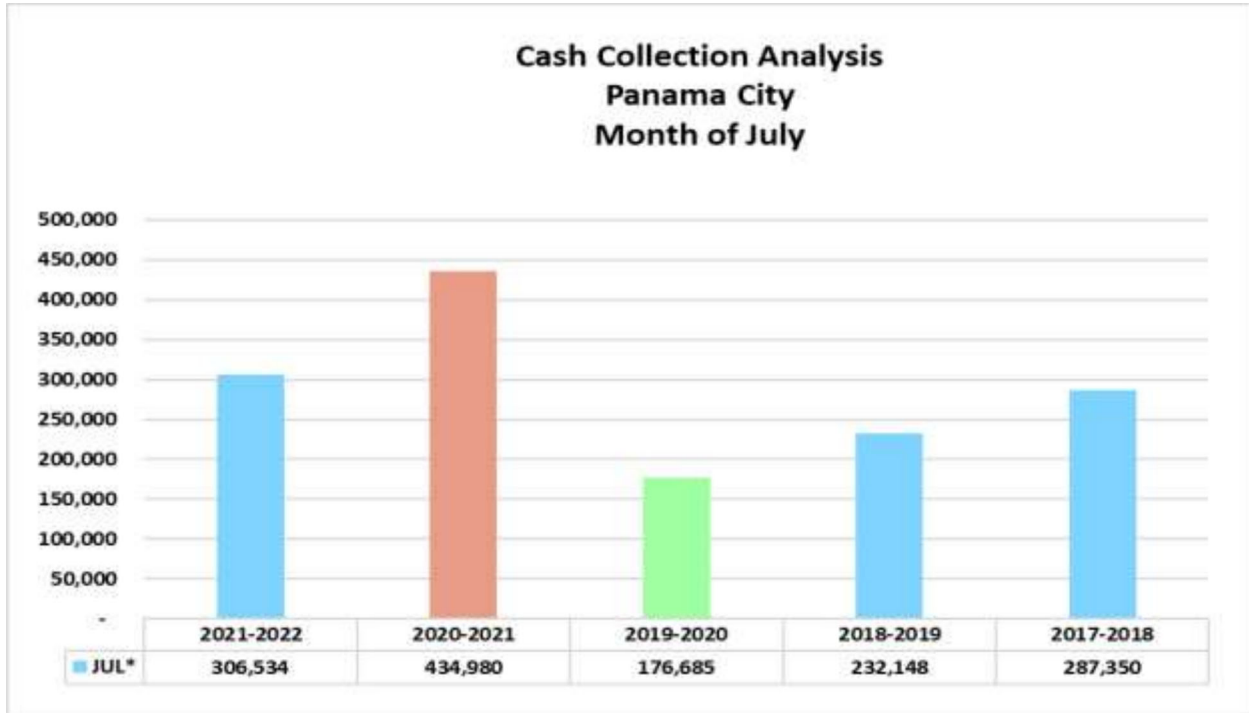
FY2022 Cash/Accrual Breakdown

Collected in											
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
<u>Panama City</u>											
Pre	\$ 1,646.81	\$ 648.85					\$ 557.20	\$ 727.06		\$ 142.42	\$ 3,722.34
Oct	\$ 134,081.27	\$ 3,843.09		\$ 293.95		\$ 41.03				\$ 750.00	\$ 139,009.34
Nov	\$ 80.00	\$ 95,269.79	\$ 148.09	\$ 12,480.29					\$ 356.90		\$ 108,335.07
Dec		\$ 357.25	\$ 81,545.23	\$ 12,503.65			\$ 1,193.09	\$ 1,126.74	\$ 1,618.53	\$ 649.32	\$ 98,993.81
Jan			\$ 109.05	\$ 106,888.00	\$ 165.10		\$ 78.80		\$ 229.66		\$ 107,470.61
Feb					\$ 103,829.83	\$ 535.34	\$ 93.75		\$ 329.19		\$ 104,788.11
Mar					\$ 392.26	\$ 182,129.62	\$ 279.02		\$ 327.62	\$ 243.26	\$ 183,371.78
Apr						\$ 87.75	\$ 178,128.11	\$ 459.19	\$ 241.44	\$ 122.84	\$ 179,039.33
May						\$ 242.43	\$ 186,293.44	\$ 1,065.13			\$ 187,601.00
Jun							\$ 240.09	\$ 336.82	\$ 258,430.08	\$ 1,389.61	\$ 260,396.60
Jul									\$ 1,220.16	\$ 303,070.81	\$ 304,290.97
Aug										\$ 165.53	\$ 165.53
Sep											\$ -
Post											\$ -
Attributed period	\$ 135,808.08	\$ 100,118.98	\$ 81,802.37	\$ 132,165.89	\$ 104,387.19	\$ 182,793.74	\$ 180,812.49	\$ 188,943.25	\$ 263,818.71	\$ 306,533.79	\$ 1,677,184.49

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Tourist Development Tax, Bay County, Florida



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**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

9/27/2022

3. REQUESTED MOTION/ACTION:

Board accept the Unaudited Financial Status Reports period ending July 31, 2022.

4. AGENDA

PRESENTATION
PUBLIC HEARING
CONSENT
REGULAR

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES NO IF NO, STATE ACTION REQUIRED N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)

City of Panama City Accounting Department has prepared the Financial Status Reports thru July 31, 2022 (attached).

Panama City Community Development Council, Inc.
Statement of Net Position, **UNAUDITED**
July 31, 2022
Interim financial reporting; for internal management use only

Assets	
Cash and cash equivalents	\$ 446,557
Accounts receivable	195,530
Equipment & furniture	13,402
Building - Visitor Center	1,360,555
Allowance for depr/amort	(2,662)
	<u>\$ 2,013,382</u>
Total assets	
Total liabilities	
Liabilities and Net Position	
Liabilities:	
Accounts payable	\$ -
Notes payable	47,330
Other accrued liabilities	17,306
Deposits	100,000
	<u>164,636</u>
Total liabilities	
Net position:	1,848,746
Unrestricted net position	
	<u>\$ 2,013,382</u>
Total liabilities and net position	

Final audited balances may vary from interim financial reports.

Panama City Community Development Council, Inc.
Statement of Revenues, Expenses, and Changes in Net Position *UNAUDITED*
For the period ended July 31, 2022
Interim financial reporting; for internal management use only

	<u>Adopted Budget</u>	<u>Budget Amendments</u>	<u>Amended Budget</u>	<u>Y-T-D Actual</u>
Revenues:				
Intergovernmental:				
Bay County TDC Contract	\$ 1,434,281		\$ 1,434,281	\$ 1,555,795
Bay County Carry Forward Revenue	365,719		365,719	-
Revenue - Penalties	-		-	-
Advertising revenue PC CDC	-	-	-	2,040
Total intergovernmental	<u>1,800,000</u>	<u>-</u>	<u>1,800,000</u>	<u>1,557,835</u>
Miscellaneous:				
Investment/Interest earnings	-		-	255
Facility rent	-		-	1,949
Facility rent non-taxable	-		-	400
Pvt contribs & donations	-		-	707
Miscellaneous	-		-	62
Event booth rentals	-		-	5,403
Sponsorship revenue	-		-	17,000
Alcohol sales	-		-	26,648
Merchandise sales	-		-	70
Event ticket sales	-		-	47,822
Total miscellaneous	<u>-</u>	<u>-</u>	<u>-</u>	<u>100,316</u>
Total Revenues	<u>1,800,000</u>	<u>-</u>	<u>1,800,000</u>	<u>1,658,151</u>
Expenses:				
Personal services	311,038	5,500	316,538	217,770
Operating expenses:				
Professional Services	8,000		8,000	1,141
Professional Services-DIB	-		-	-
Accounting & Auditing	21,000	13,000	34,000	24,875
Other Contractual Svcs	8,000	5,000	13,000	7,679
Other Contractual Svcs Dues	165,470	50,000	215,470	143,341
Travel and Per Diem	25,000		25,000	15,041
Non-staff Travel Expenses	5,000		5,000	256
Communication Services	12,000		12,000	8,962
Freight & Postage Service	15,000		15,000	2,278
Utility Services	10,200		10,200	7,022
Rental & Leases	6,360		6,360	5,664
Insurance	20,000		20,000	11,757
Repairs & Maintenance Svc	17,000		17,000	6,158
Printing & Binding	25,000	20,000	45,000	41,755
Promotional Activities	750,000	100,000	850,000	962,104
Other Current Charges	15,000		15,000	8,954
Office Supplies	1,000	1,000	2,000	1,269
Operating Supplies	20,000		20,000	14,975
Books Publications Memberships	25,000		25,000	29,187
Training	7,500		7,500	6,643
Operational Reserve For Contingency	327,432	(204,500)	122,932	-
Capital Outlay:				
Buildings			-	-
Machinery & Equipment	5,000	10,000	15,000	18,649
Total Expenses	<u>1,800,000</u>	<u>-</u>	<u>1,800,000</u>	<u>1,535,480</u>
Net change in net position	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 122,671</u>
Net position-beginning of year				<u>1,726,075</u>
Net position-end of year				<u>\$ 1,848,746</u>

Final audited balances may vary from interim financial reports.

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

9/27/2022

3. REQUESTED MOTION/ACTION:

Board review and approve staff recommendations for short list presentations. Set date & time for formal presentations.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES NO IF NO, STATE ACTION REQUIRED N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES NO

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)

Destination Panama City advertised nationally and RFQ for Marketing Agency of Record Qualifications. There were ten responses delivered to the office before the deadline of 3PM on September 14, 2022. Every DPC Board Member was provided a copy of all ten responses and a score sheet to evaluate the submissions. DPC staff also scored and evaluated the submissions. The following four firms (listed alphabetically) are recommended for formal presentations:

Aqua
Madden
MWB & Advanced Travel Tourism
Spark

The following agencies (also alphabetically), including the current agency of record also had high scores during staff evaluations: DesignSensory, Fahlgren Mortine, and Hoffman York.

Staff requests the Board determine the following:

- Date & time to hold formal presentations.
- Amount of time allocated to each presenter.
- Number of firms to invite to formal presentation.
- Firms to receive formal invitation to present.

Since this meeting is a stand alone meeting that will take additional time; staff requests the meeting to be held in the meeting room at the Destination Panama City office, located at 101 West Beach Drive, Panama City, FL 32401.

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

9/27/2022

3. REQUESTED MOTION/ACTION:

Board ratify plans and associated contracts and proposals for support services formally provided through MOU with the City of Panama City.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: Yes No IF NO, STATE ACTION REQUIRED N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: Yes No

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)

On August 3, 2022, the DPC Board voted to terminate the MOU Support Services contract with the City of Panama City and instructed CEO Vigil to find alternative service providers to further establish the independence of the organization.




CEO Vigil obtained quotes for benefits administration (health insurance, dental insurance, & vision insurance), accounting / payroll assistance, and IT support service (to include VPN capabilities). After receiving and evaluating proposals and quotes the following service providers were selected:

- Accounting / payroll assistance – Suzanne Kennon (\$75/hour)
- IT Support – Arcitechx – (\$340 monthly + one time configuration and installation)
- Benefits Administration – Clemons Company (see attached benefits plans)

Due to the transition, we do not anticipate a cost savings in the first year with Accounting or IT support services; however, we will see a cost savings in the first year of approximately \$2,875 for benefits administration. Overall, in a normal year, we anticipate an aggregate cost savings of 25% in support services.



RATES (Hourly)

	Tier I Support	\$100
	Tier II Support	\$135
	Tier III Support	\$165

Estimate September 14, 2022

Monthly Support	Unit Price	Units	Total
Maintenance Service Plan (MSP) – Includes Tier I Support ~Centralized management ability ~ Tracks organization assets & updates/patches ~ 247/365 network monitoring ~ Ticketing system for client needs	\$40.00/month	6.0	\$240.00
MONTHLY SUB-TOTAL			\$240.00

Password Management (OPTIONAL)	Unit Price	Units	Total
LastPass Subscription ~ Password management tool ~ Allows for sharing of passwords based on user groups ~ Can be integrated with Active Directory	\$6.00/month	5.0	\$30.00

Security Appliance Config			Rate
Tier II - Configuration and installation of existing security appliance and user PCs for VPN	\$135.00	4	\$540.00

Backup Services			
Tier II - Configure and Setup Backup	\$135.00	2	\$270.00
Monthly Data Backup Plan (Includes 1TB of Cloud Data Storage) Billed Monthly	\$140.00	1	\$140.00
<i>**Additional Cloud Storage for Backups \$50/TB</i>			

Tier 1: Included in MSP or \$100 per hour. Includes any desktop or software problem that can be solved via remote assistance to include printer drivers, email setup, moving files, software updates and configuration etc.

Tier 2: Billed at \$135 per hour. Includes advanced remote support such as server configuration changes and software package installation/setup that is not included in Tier 1. On-site desktop support that cannot be accomplished via remote assistance. Active directory and group policy changes on server. Basic networking and Wi-Fi support.

Tier 3: Billed at \$165 per hour. Includes advanced server support, infrastructure support, initial engineering and setup of technology services, phone system setup and installation, consultation, integration services, access control services, installation and programming, and advanced technology requests that are not covered by tier 1 or 2. Also includes problems that are escalated through Tier 1 and Tier 2 and have not been resolved.

Each party represents and warrants that on this date they are duly authorized to bind their respective principals by their signatures below

Destination Panama City

By: _____
 Name:
 Title:
 Address:

 Phone:
 Email:
 Date:

ARCITECHX

By: _____
 Name: Aaron T. Rich
 Title: Owner
 Address: 842 Harrison Ave
 Panama City, FL 32401
 Phone: 850-814-3487
 Email: aaron@arcitechx.com
 Date:

MSP Benefits

- Block Ransomware, malware, phishing, and C2 callbacks
- Protect users on and off the corporate network
- Stop malicious domain requests prior to reaching the company network
- Real-time, enterprise-wide activity search
- Enforce use policies using content categories
- Protects physical, virtual, and cloud-based endpoints
- Optimizes virtual and physical performance while managing risks
- Detect Advanced Persistent Threats
- Protect Your Organization From Ransomware
- Defeat Exploits and Zero Day Attacks
- Simplified Multi-Layer Security
- Remote network and hardware monitoring
- Automated and Monitored Microsoft Updates and Software Patching for PCs/Server
- Antivirus & PC Health Checks
- Track IT Assets
- 24/7 Help Desk Integration (ticket timeline based on urgency grade)
- Remote Help Desk Support & Remediation
- Hardware Warranty Coordination
- Monthly Reporting

Other Support Functions Covered by Tier II/III Support

- Quarterly Management Meetings
- Annual Strategic Planning Meeting
- Project Planning and Guidance
- Technology Procurement Consulting
- Quarterly Security Penetration Assessments
- Maintaining Backups and Regular Verification
- Password Administration via LastPass

Blue Select Plan 14604	Blue Options Plan 14104
<p>\$1,500/\$3,000 In Network Deductible \$3,000/\$6,000 Out of Network Deductible 20%/50% Coinsurance Family Physician: \$20 Copay Specialist: \$50 Copay Inpatient Hospital: Ded + 20% \$5,000/\$10,000 Max OOP In Network \$10,000/\$20,000 Max OOP Out of Network No Max Wellness Benefit (In Network) Generic RX: \$0/\$4/\$10 Brand/ Specialty RX: \$15/\$30/\$50/\$150 Mail Order Is Available for Most Tiers</p>	<p>\$1,500/\$3,000 In Network Deductible \$3,000/\$6,000 Out of Network Deductible 20%/50% Coinsurance Family Physician: \$20 Copay Specialist: \$50 Copay Inpatient Hospital: Ded + 20% \$5,000/\$10,000 Max OOP In Network \$10,000/\$20,000 Max OOP Out of Network No Max Wellness Benefit (In Network) Generic RX: \$0/\$4/\$10 Brand/ Specialty RX: \$15/\$30/\$50/\$150 Mail Order Is Available for Most Tiers</p>
<p style="text-align: center;">Rates</p> <p style="text-align: center;">\$525.89 \$344.94 \$315.66 \$401.35 \$381.63</p>	<p style="text-align: center;">Rates</p> <p style="text-align: center;">\$710.40 \$465.96 \$426.40 \$542.17 \$515.52</p>
<p style="text-align: center;">\$1,969.47</p>	<p style="text-align: center;">\$2,660.45</p>

Voluntary Dental

Carrier Name	Principal		Guardian		
	In Network	Out of Network	In Network	Out of Network	
Individual Deductible	\$50	\$50	\$50	\$50	
Family Deductible	\$150	\$150	\$150	\$150	
Annual Maximum	\$1,500		\$1,500		
Preventive - Type 1	100%	100%	100%	100%	
Basic - Type 2	80%	80%	80%	80%	
Major - Type 3	50%	50%	50%	50%	
Endodontics	80%	80%	80%	50%	
Periodontics - Non-Surgical	80%	80%	80%	50%	
Periodontics - Surgical	80%	80%	80%	50%	
Oral Surgery	80%	80%	80%	50%	
Implants	50%	50%	50%	50%	
Out of Network Reimbursement	90th - UCR		90th - UCR		
Maximum Rollover	Included		Included		
Waiting Periods	None		None		
Employer Contribution	Voluntary		Voluntary		
Participation Requirement	5 Lives		80% of Eligible Employees		
Rate Guarantee/Rate Caps	1 year		1 year		
Rate Summary		Rates		Rates	
Employee Only	5	\$33.13	\$35.08		
Employee & Spouse	0	\$65.16	\$71.21		
Employee & Child	0	\$77.29	\$81.04		
Full Family	0	\$114.60	\$124.24		
Monthly Premium		\$165.65	\$157.80		
Annual Premium		\$1,987.80	\$1,893.60		

Voluntary Vision

Carrier Name	Guardian		Principal	
Network	In Network	Out of Network	In Network	Out of Network
Network	VSP Choice		VSP Choice	
Exam Copay/ Out-of-network Allowance	\$10	\$39	\$10	\$45
Materials Copay	\$25		\$25	
Frequency - Exam / Lenses / Frames	12/12/24		12/12/24	
Single Lenses - After Copay/Allowance	Covered in full after copay	\$23	Covered in full after copay	\$30
Bifocal Lenses - After Copay/Allowance		\$37		\$50
Trifocal Lenses - After Copay/Allowance		\$49		\$65
Lenticular Lenses - After Copay/Allowance		\$64		\$100
Frames - After Copay/Allowance	\$130 + 20% discount off balance	\$46	\$130 + 20% discount off balance	\$70
Contacts (Elective) - Allowance	Standard (hard/soft): \$130 + 15% discount off balance	\$100	\$130	\$105
Contacts (Med Nec) - After Copay/Allowance	Covered in full after copay	\$210	Covered in full after copay	\$210
Employer Contribution	Voluntary		Voluntary	
Participation Requirement	80% of eligible employees/vision is sold with dental		5 Lives	
Rate Guarantee	1 year		1 year	
Rate Summary		Rates	Rates	
Employee Only	5	\$7.34	\$8.69	
Employee & Spouse	0	\$13.90	\$15.68	
Employee & Child	0	\$14.16	\$16.70	
Full Family	0	\$22.42	\$25.28	
Monthly Premium		\$36.70	\$43.45	
Annual Premium		\$440.40	\$521.40	

Employer Paid Basic Life/AD&D

Carrier Name	Guardian	Guardian	Principal	Principal
Eligibility / Class Description	All eligible employees	All eligible employees	All eligible employees	All eligible employees
Benefit Amount	\$15,000	\$25,000	\$15,000	\$25,000
Guarantee Issue	All GI	All GI	All GI	All GI
Age Reduction Schedule	35% at 65 60% at 70 75% at 75 85% at 80	35% at 65 60% at 70 75% at 75 85% at 80	35% at 65 50% at 70	35% at 65 50% at 70
Portability (with or w/o EOI)	Included	Included	Included	Included
Employer Contribution	100% Employer paid	100% Employer paid	100% Employer paid	100% Employer paid
Rate Guarantee	2 years	2 years	2 years	2 years
Rate Summary	Rates	Rates	Rates	Rates
Insured Volume	\$75,000.00	\$125,000.00	\$75,000.00	\$125,000.00
Monthly Premium	\$13.35	\$22.25	\$19.66	\$32.76
Annual Premium	\$160.20	\$267.00	\$235.92	\$393.12

Suzanne Kennon
1208 Huntington Ridge Road
Lynn Haven, FL 32444
(850) 727-2490

August 17, 2022

Destination Panama City
101 West Beach Drive
Panama City, FL 32401

RE: Proposal for Accounting Services

Dear Ms. Vigil,

I appreciate the opportunity to provide a proposal for accounting services for Destination Panama City. To ensure a complete understanding between us, this letter describes services I provide. This list is based on our prior discussion.

My services will include:

- Set up of Quickbooks Online accounting system
- Enter all accounting transactions into Quickbooks Online accounting software. This includes payments to vendors, invoicing for revenue streams, deposits and other transactions affecting the general ledger accounts as well as any adjusting journal entries deemed necessary.
- Process payroll for all employees
- Ensure payroll taxes and tax returns are remitted accurately and timely
- Perform monthly bank reconciliation for all cash accounts
- Reconcile all asset and liability accounts monthly, including credit cards.
- Prepare monthly unaudited financial statements for internal use only.
- Annual preparation and filing of W-2s, W-3, vendor 1099s and the related 1096 with the IRS.
- Assist external auditors with audit request and tax return preparation as needed and within the desired timeframe
- Assist with annual budget preparation as needed.

The fee for accounting services is \$75 per hour.

I look forward to working with you!

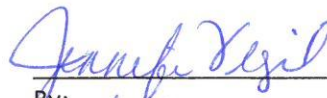
Regards,



Suzanne Kennon
Accountant

ACCEPTED AND AGREED:

Destination Panama City



By: _____

Date: _____

Its: _____

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

8/3/2022

3. REQUESTED MOTION/ACTION:

Board accept the CEO Evaluation Committee Performance Matrix, retention & recommendation.

4. AGENDA

- PRESENTATION
- PUBLIC HEARING
- CONSENT
- REGULAR

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: Yes No IF NO, STATE ACTION REQUIRED N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: Yes No

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)

Per the employment contract of Jennifer Vigil, President & CEO, of Destination Panama City, every July a three-person evaluation committee is to be selected. Each member selected to the committee is to complete the attached performance evaluation then meet individually with Ms. Vigil to review their completed forms. At the August 3, 2022 meeting the CEO Evaluation Committee was identified as Chairman Banker, Board Member Street, and Board Member Brown.

Each committee member has completed their obligation to meet with CEO Vigil and provide insight and feedback regarding her performance and to provide their recommendation for retention and salary adjustment.

Upon completion of the three performance evaluations, a matrix of the completed evaluations will be provided to the Board as an agenda item. The board will then determine whether to accept or reject the recommendations of the performance evaluation committee.

	Organizational Management & Leadership	Fiscal & Business Management	Communication & Relationships with DPC Board	Community & Intergovernmental Relations	Personal & Professional Traits	Overall
Banker	4	4	4	4	4	4
Street	4	3.5	4	4	4	4
Brown	3	3	4	4	4	4

Comments:

Organizational Management & Leadership

"This is a reflection on you and your team. Event planning, response times, availability for questions are all exceptional. However, the thing I appreciate MOST is your ability to stay with a plan and strategy. When I look at the past plans, I see consistent progress towards the goals outlined in the plan. You can pivot, but you know how to keep the main objects moving ahead.

Fiscal & Business Management

"I applaud your knowledge and drive towards funding and budgeting vision. You get a high rating from me due to your willingness to know when a partnership works and when it doesn't. It isn't easy to make changes like that. I do want you to grow in one thing, spending. I can't believe I'm having to say that because you have built a visitor's center debt free. Don't be afraid to deploy capital and expand your footprint. You are more than capable of handling more."

Communication & Relationships with DPC Board

"Exceptional communication skills. Keep working to strengthen those partners that can be difficult. You will win them over. Thank you for allowing your policy makers to drive policy. You give me facts and spend the extra time to educate your board. Thank you!

Community & Intergovernmental Relations

"You represent us very well."

Personal & Professional Traits

"You are driven and passionate about what you do. It is a pleasure to serve on your board as a result. Thank you!"

Overall

"You are a rock star. I recognize your talent and want to supply you with as many tools as we can to see tourism grow on this side of the bridge. You are one of the best government employees I have had the privilege of working with. I look forward to helping you stretch and grow professionally. You are exceptional, but I know there is more inside you that our community can benefit from."

Suggestions for Improvement

"Recognize your FULL capacity and leverage your excess dollars to create more assets to manage as part of Destination Panama City."

Commendations

"Thank you for bringing a newly elected official up to speed so quickly and professionally."

RECOMMENDED ACTIONS

Banker – Recommend retention of CEO Vigil with a 7% raise and 3% bonus effective 10/1/2022.

Brown – Recommend retention of CEO Vigil with a 7% raise and 3% bonus effective 10/1/2022.

Street – Recommend retention of CEO Vigil with a 7% raise and a 3% bonus effective 10/1/2022.